



# Main Street Monday!

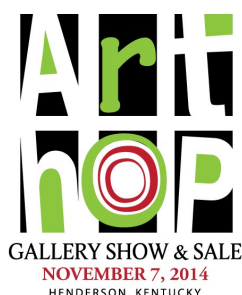
November 3,  
2014

## Happenings Around the State

Don't forget tomorrow is the day to cast your ballot! Currently two of our directors are running for city council. Good Luck Ladies!



**Holiday Happenings page 2**



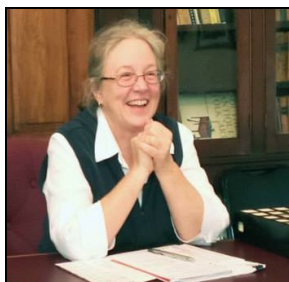
## Training Opportunity

### Heritage Ohio Announces Historic Paint Colors Webinar

Dave Mertz, professor & Program Chair of the Building Preservation/Restoration Department at Belmont College, will present a webinar on historic paint colors on November 19th at 1pm. Please join us to learn more about historic paint colors. Webinars are a benefit of [membership](#). Register <http://www.heritageohio.org/calendar-of-events/73/> Membership to Heritage Ohio is \$25 a year.



There will be no Main Street Monday, November 10th. I will be in Savannah attending the National Preservation Conference with our SHPO, Craig Potts. The next MSM will arrive TUESDAY, Nov 18th. I will be in Olive Hill for Trail Town presentation on the 17th. If you have information to go out prior to the 10th please send it along and I will do an email on Friday the 7th to share any time sensitive information.



We are sad to be bidding farewell to our friend and colleague, Peggy Guier, KHC's staff attorney and community preservation coordinator, who is retiring after 15 years of service. Peggy is a native of Hopkinsville, and previously worked in private practice and for the Labor Cabinet. She has been an invaluable part of our team! In addition to general counsel, she has been responsible for preservation easements, tax credit guidance, open records requests, advising everyone on any number of legal issues, and has done all this with grace and humor. She says she is looking forward to getting caught up on her rest, travel, and spending time with her son, John. Thanks Peggy! You will be greatly missed by all!



Hope you remembered!

A little Trick or Treat in Paris!



## Toot Your Horn!



Happy Belated Birthday to Isaac Kremer, October 28th!

**Don't forget !! Main Street Award nominations are due to KYMS Friday, Nov. 21st by 4:00!! Tell us who and what should be honored with this years awards. I have attached the nomination form just in case you need it.**



## Main Street Tip of the Week - Writing a Good Press Release

This is a skill all Main St. directors need to have or have someone on staff who can do this for you. Think of a press release as your ticket to publicity -- one that can get your organization coverage in all kinds of publications or on TV and radio stations. *First*, be sure you have a good reason for sending a press release. Great reinvestment statistics, awards, a grand opening, a new product, a record-setting sales year, a new location or a special event are all good reasons. *Second*, make sure your press release is appropriately targeted for the publication or broadcast you're sending it to. The editor of Road & Track is not going to be interested in a new banner you've displayed or a new sidewalk that was installed. Read more <http://www.entrepreneur.com/article/226011>

Vicki Birenberg CLG, Mike Radeke site development and I visited Maysville last week to meet with Director Matt Wallingford and others. We had a nice chat with the Mayor and the Hedgecock's who are restoring several buildings. In the background are the day of the week row houses!





## Holiday Happenings



### Holiday Savings



Downtown  
Winchester

### Open House

Thursday, November 6	5pm ~ 8pm
Friday, November 7	10am ~ 7pm
Saturday, November 8	10am ~ 6pm
Sunday, November 9	1pm ~ 5pm

Enter the Great Gift Giveaway

# SHIFT THE WAY YOU SHOP.

A LOCAL SHIFT, A BIG LIFT FOR YOUR COMMUNITY.



Downtown  
**Henderson**  
Partnership  
A Kentucky Main Street Organization



Choose **LOCAL** and **INDEPENDENT**

Holiday Mania – November 1 – 29

Christmas Open Houses – November 14 & 15

Christmas Open Houses – November 28 & 29

Small Business Saturday – November 29

For more information call DHP (270) 827-0016

## CHRISTMAS OPEN HOUSE

Friday, November 7th ~ 5pm - 9pm  
Saturday, November 8th ~ 10am - 2pm

LEBANON MAIN STREET



Pretty Please  
Cottage Floral  
Down Frog Lane  
That Cute Little Shop  
Barb's Décor & Gifts  
Robins Embroidery  
Lebanon Jewelry  
The Glass Slipper Bridal Boutique  
Goodie Two Shoes  
Simply the Best  
Sew Irresistible  
Loper Floral  
Willie Martins  
Family Frame  
Luxe Salon  
Hair Zone  
Henning's Restaurant  
Chasers Restaurant  
Los Mariachi's Restaurant  
McB's Bar & Grill  
Joe's Deli on Main

WIN Main Street Bucks

### RULES TO PLAY & WIN "MAIN STREET BUCKS"

- ~ make a purchase at one of the participating businesses during the CHRISTMAS OPEN HOUSE
- ~ register with your name & phone number
- ~ one name will be drawn on Monday, November 10th at 1:00 pm
- ~ Win \$100 in "MAIN STREET BUCKS" that can be spent in any of the participating businesses

SUPPORT / SHOP LOCAL BUSINESS & ENJOY THE HOSPITALITY OF OUR HOMETOWN COMMUNITY

## Christmas

in downtown Paris

www.pariskymainstreet.com

— SATURDAY • NOVEMBER 22 —

## HOLIDAY HOP

open houses • live music  
carriage rides • scavenger hunt



— SATURDAY • NOVEMBER 29 —



**SMALL BUSINESS Saturday**

Christmas carolers • carriage rides

— SATURDAY • DECEMBER 6 —

## Christmas Parade

Paris-Bourbon County Chamber of Commerce  
followed by Christmas Tree lighting & visit with Santa & Mrs. Claus  
(hosted by Paris-Bourbon County Tourism Commission)



## Lighting of the Star

November 30th  
Downtown Pineville



### The Art of the Holiday Stroll

Holiday Strolls are all the rage these days, with local business owners working together to shift consumer spending away from big box and online, read more :

<http://blog.alignable.com/>

## Small Business Saturday Dickens of a Christmas



SANTA & MRS. CLAUS  
Grand Entrance!  
Grand Lodge to the Gazebo  
— 10 a.m. —

Free Victorian Carriage Rides

Free Gift Wrapping Stations

Dickens Dancers

Free Hot Chocolate & Coffee

Poasted Nuts, Bale Sale & Christmas Cheer Vassail

S'lores by the Fire

Choirs, Carolers & Characters of All Sort

"Catch A Wave with Santa" at Hoopers  
Special photos for all critters

Christmas Story time at Court and Book store

NOVEMBER 29TH - 10 A.M. TO 5 P.M.

HISTORIC  
DOWNTOWN PADUCAH  
www.paducahmainstreet.org





# DIRECTOR SPOT-LIGHT!!!

## MARY LOU BROCK LEBANON



Where are you from and where do you live now? **I was born and live in Lebanon, Marion County**

How long have you been a Coordinator **1996**

How did you get involved with the Main Street movement? **The Lebanon Main Street Program is under the umbrella of the Marion County Office of Economic Development so when I was hired Main Street was part of the job description. I started working for the economic development office in 1994 and became Main Street Director in 1996.**

Which of the Four Points is your favorite? **Promotions**

What project is consuming most of your time right now? **Christmas events**

Do you have any favorite activities or hobbies? **I like to play Texas Hold'm and ride 4 wheelers. I have just started to paint and I love it.**

What is your favorite author or book? **The Bible**

What is your favorite movie? **Titanic**

What is your favorite song or band? **Carrie Underwood**

What is your favorite sports team? **University of Kentucky**

Which actor/actress would you choose to play you in a movie? **Julia Roberts**

Name something you can't live without. **My husband**

If you had an alternative career, what would it be? **Painter**

What's the most adventurous thing you've done recently? **Went zip lining in Hawaii**

If you won \$20 million in the lottery, what would you do with it **I would take care of my family and then I would build a homeless shelter and cafeteria for those that don't have three meals a day.**

Somewhere you would like to visit **The Holy Land**

Fun facts? Hidden talents? Also, Feel free to insert your own questions and answer! **I love to bake.**



An interesting article on urban farming in Wheeling WVA.

<http://www.pbs.org/newshour/updates/farm-urban-ruins>  
utm\_source=facebook&utm\_medium=pbsofficial&utm\_campaign=newshour





If you do not currently receive information from Orton Family Foundation you should sign up today!



ORTON FAMILY  
FOUNDATION

## Celebrate Your Town #MyTownMatters

Earlier this month we announced publication of the *Community Heart & Soul™ Field Guide*.

To celebrate, we'd like to invite you to join our **#MyTownMatters** photo contest. All you need to do is take a selfie, or have someone snap a pic of you, in your favorite spot. Share it with **#MyTownMatters** on Tumblr, Twitter, Facebook, Pinterest or Instagram. (For us to see the post it needs to be public.) Or email your image to: [communications@orton.org](mailto:communications@orton.org).

Each week, through November 25, we'll draw one lucky winner of a \$25 gift card to **Vermont Country Store**! We look forward to your favorite place!

### A Blueprint for Successful Small Towns, Nov. 5

*Community Heart & Soul™: Building a Blueprint for Successful Small Towns* is a **free** Heart & Soul Matters talk about Community Heart & Soul and how the method has led to significant, measurable change in small towns and rural communities.

You'll hear from Orton Executive Director David Leckey on how Heart & Soul leads to real, positive change and Alece Montez-Griego, director of programs, with an overview of the method. Plus Mike Bestor, city manager, **Golden, Colorado**, and Delilah Poupore, executive director of **Heart of Biddeford**, Biddeford, Maine, on how Heart & Soul matters in their towns, with time for Q&A!

4-5 p.m., Eastern, Wednesday, Nov. 5.

Whether you're a Main Street director or a retailer here are some tips check out these tips amassed by SBA.gov contributors and small business experts. Got to SBA.gov to find the following topics!

[Start Now to Plan Your Holiday Retail Marketing Campaign](#)  
[6 Ideas to Turn Your Customer Holiday Gifts Into a Marketing Tool](#)

[7 Holiday Marketing Tips on a Limited Budget](#)

[5 Ways to Market Your Business for the Holiday Season](#)

[5 Ways to Attract Shoppers for the Holidays—and Beyond](#)

[Are the Holidays Your Off-Season? Stay on Top of Business Seasonality With These 7 Tips](#)

[How to Market Your Products at Holiday Crafts Fairs and Flea Markets](#)

[Sponsoring or Hosting an Event this Holiday Season? 6 Ways to Maximize Your Return](#)

[How to Market Your Business with an Event](#)

And if you really must leave it to the last minute:

[12 Last-Minute, Low-Cost Holiday Marketing Tips for Your Small Business](#)

**Our neighbors in Tennessee have sent us an invitation! View the full schedule & register: [www.knoxheritage.org/conference](http://www.knoxheritage.org/conference) for those of you near the border this is a training opportunity!**

## 2014 EAST TENNESSEE PRESERVATION CONFERENCE

PRESERVATION AND THE "EXPERIENCE ECONOMY"

November 6 - 8 in Oak Ridge, Tennessee

THE  
SECRET  
IS OUT



Order Yours  
Today!  
Great holiday gift!



Here's the latest article from Stephanie Meeks, President and CEO of the National Trust on Widening the Preservation Lens.  
[http://blog.preservationnation.org/2014/10/30/widening-preservation-lens/?utm\\_source=feedburner&utm\\_medium=email&utm\\_campaign=Feed%3A+Preservationnation+%28PreservationNation%29#.VFeZrzTF\\_ch](http://blog.preservationnation.org/2014/10/30/widening-preservation-lens/?utm_source=feedburner&utm_medium=email&utm_campaign=Feed%3A+Preservationnation+%28PreservationNation%29#.VFeZrzTF_ch)

The PreservationNation blog features stories, news, and notes from the National Trust for Historic Preservation as well as the wider preservation movement. Have a great story to share? [Email us!](#) And visit [PreservationNation.org](http://PreservationNation.org) to learn more about people saving places.



Did you know that Julie Wagner, Harrodsburg, serves on the Kentucky Heritage Council, Council. (I know it's confusing) The Council is a board of preservation minded individuals appointed by the Governor who assists the Kentucky Heritage Council staff and organization in furthering the mission of preservation in Kentucky. Julie is beginning her second four year term of service with the Council.

Heritage Council members are Stephen L. Collins, Shelbyville, chairman; Helen Dedman, Harrodsburg, vice chair; Teresa Bailey, Bowling Green; Chris Black, Paducah; Virginia Butler, Maysville; Linda Carroll, Brenda McClanahan, Jennifer Beth Miller and Jenny Stringer, Lexington; Betsy Kuster, Paris; Nana Lampton, Goshen; Judi Patton, Pikeville; Norma Rapier, Bardstown; Kathleen Smith and Bill Weyland, Louisville; and Julie Wagner, Danville.

An agency of the Kentucky Tourism, Arts and Heritage Cabinet, the Kentucky Heritage Council / State Historic Preservation Office is responsible for the identification, protection and preservation of prehistoric resources and historic buildings, sites and cultural resources throughout the Commonwealth, in partnership with other state and federal agencies, local communities and interested citizens.

Program areas include Section 106 Review of federally funded projects; an archaeology component, encompassing education and the Kentucky Archaeological Survey, a partnership between KHC and the University of Kentucky Department of Anthropology; administering state and federal rehabilitation tax credit programs, the Kentucky Main Street Program, and the National Register of Historic Places program in Kentucky; historic sites survey; preservation planning; the Certified Local Government (CLG) Program; and staff support for the Kentucky African American Heritage Commission, Kentucky Native American Heritage Commission and the Kentucky Military Heritage Commission.

Another great idea to involve people in your downtown for some temporary public art! Carrollton had an Art Walk, Chalk Art Contest ( You can also make your own chalk as a pre event activity!)



and they had trophies for the winners!

## Can't make it to Savannah?

### Become a Virtual Attendee

To find out more about the TrustLive and to sign up as a virtual attendee to receive the "Virtual Viewing Kit," click on the "Virtual Attendee" button [www.PastForward2014.org](http://www.PastForward2014.org). Virtual attendees can attend one or all of the four live-streaming TrustLive presentations (all times EST):

**preservationTOMORROW** -- Wed., Nov. 12, 3:30–5:00 p.m. (Sponsored by [Preservation Leadership Forum](#))

**preservationVENTURE** -- Thurs., Nov. 13, 9:00–10:00 a.m. (Sponsored by [The 1772 Foundation](#))

**preservationSTORY** -- Thurs., Nov. 13, 10:15–11:15 a.m. (Sponsored by [Esri](#))

**preservationCRISIS** -- Fri., Nov. 14, 9:00–10:00 a.m. (Sponsored by the [National Park Service](#))

PastForward is brought to you by the National Trust for Historic Preservation in collaboration with [SCAD](#) and in partnership with the [Historic Savannah Foundation](#).

Don't forget to send your holiday happenings to Diane!!  
[Diane.comer@ky.gov](mailto:Diane.comer@ky.gov)  
Calendar will go live this week!